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## SYSTEM AND METHOD FOR DISPLAYING DATA ON A PORTABLE DEVICE ABSTRACT OF THE DISCLOSURE

A system, method, and program product which enables the display on a portable device to "flip" itself between different screen orientations such that both the narrow dimension and wide dimension of the display can be exploited. The preferred embodiment is particularly adapted to displaying Web data on wireless devices such as a portable telephone, wherein the Web data can be effectively displayed by flipping the display orientation between the narrow and wide dimensions of the display. The flipping between screen orientations can be selected by user action or done dynamically by the portable device itself. The portable device can automatically determine the initial orientation for a data page, by analyzing the page as it is received.